

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

#2

Docket Number (Optional)

WD2-98-116

Application Number

Not Assigned

Applicant(s)

Jay S. WALKER et al.

Filing Date

March 2, 1999

Group Art Unit

Not Assigned

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
JK	A	4,723,212	02/27/87	Mindrum et al.	—	—	
JK	B	4,910,672	03/20/90	Off et al.	—	—	
JK	C	5,173,851	12/22/92	Off et al.	—	—	
JK	D	5,612,868	3/18/97	Off et al.	—	—	
JK	E	5,832,457	11/3/98	O'Brien et al.	—	—	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

JK	F	Pat Guy, "A Gift Off the Rack", USA Today, December 19, 1990 at p. 2B
JK	G	Liz Horton, "Holiday Gift Subs Up, Some Due to Novel Promotions", Folio Magazine, February 1, 1992 at p. 39.

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Barbara Love, "Selling Subscriptions at Newstands", Folio magazine, June 1, 1994 at p. 10.

Barbara Love, "Folio: Plus circulation; Techniques for Managing Magazine Circulation", Folio Magazine, January 1995 at p. 159.

Mark Adams, "Capell Reports Sales Drop at Stands", Mediaweek, March 11, 1996 at p. 27.

EXAMINER

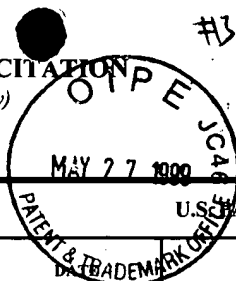
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INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)		Docket Number (Optional) WD2-98-116	Application Number 09/260,437
		Applicant(s) Jay S. WALKER et al.	
		Filing Date March 2, 1999	Group Art Unit 2761



U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
J	A.	3,890,461	06-17-75	Vogelman et al.	—	—	
J	B.	4,276,598	06-30-81	Inoue et al.			
J	C.	4,484,217	11-20-84	Block et al.			
J	D.	4,833,609	05-23-89	Grulke, Jr.			
J	E.	4,947,028	08-07-90	Gorog			
J	F.	4,984,155	01-08-91	Geier et al.			
J	G.	5,235,415	08-10-93	Bonicel et al.			
J	H.	5,413,341	05-09-95	Lieberman			
J	I.	5,521,364	05-28-96	Kimura et al.			
J	J.	5,528,490	06-18-96	Hill		—	
J	K.	5,544,040	08-06-96	Gerbaulet	—	—	

FOREIGN PATENT DOCUMENTS

REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						YES	NO

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 Group 2700

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

J	L.	"MAGAZINE SUBSCRIPTION SALES CENTER," Interactive Magazine Sales, Inc., Advertisement.
J	M.	Howland, Jennifer. "NATIONAL DISTRIBUTORS: SCANNING THE FUTURE," Folio: The Magazine for Magazine Management, Vol. 14, Pg. 69, February 1985.

EXAMINER Jeffrey D. Carlson	DATE CONSIDERED 8/21/01
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*EXAMINER INITIAL	OTHER DOCUMENTS	(Including Author, Title, Date, Pertinent Pages, Etc.)
jr	N.	Wood, Wally. "CIRCULATION MARKETING: LET YOUR MAGAZINE DO THE SELLING," Folio: The Magazine for Magazine Management, Vol. 14, Pg. 78, June 1985.
jr	O.	Reese, Diane. "REVITALIZING SINGLE-COPY SALES," Folio: The Magazine for Magazine Management, Vol. 15, Pg. 84, February 1986.
jr	P.	Joyce, Walter. "MUSCULAR MERCHANDISING; COLUMN," Folio: The Magazine for Magazine Management, Vol. 15, Pg. 124, June 1986.
jr	Q.	Donaton, Scott. "GIFT SUBSCRIPTIONS FIND RETAIL NICHE," Advertising Age, News Section, Pg. 37, July 16, 1990.
jr	R.	Jaben, Jan. "MAGAZINE GIFT-GIVING MADE SIMPLE AT RETAIL OUTLETS; TIME, INC., HEARST, MEREDITH TEST SUBSCRIBER SYSTEMS' METHOD OF SELLING GIFT SUBSCRIPTIONS; NEWS," Folio's Publishing News, Vol. 3, No. 2, Pg. 15, February 15, 1991.
jr	S.	"THE SUPER SUBS," Precision Marketing, No. 0, Vol. 0, Pg. 23, October 24, 1994.
jr	T.	Cyr, Diane. "DISTRIBUTION WOES; DECLINING NEWSSTAND CIRCULATION; INCLUDES RELATED ARTICLE ON PREVENTING NEWSSTAND FRAUD," Folio: The Magazine for Magazine Management, Vol. 23, No. 19, Pg. 170, January 1995.
jr	U.	Schnuer, Jenna. "OVERNIGHT OPTIONS ADD TO DISTRIBUTION MIX; DISTRIBUTION OF 'INSIDE SPORTS' MAGAZINE," Folio: The Magazine for Magazine Management, Vol. 24, No. 4, Pg. 19, March 1, 1995.
jr	V.	Hochwald, Lambeth. "POSTAL BLUES: CIRCULATORS COPE WITH THE RATE CRUNCH," Folio: The Magazine for Magazine Management, Vol. 24, No. 8, Pg. 54, May 1, 1995.
jr	W.	"TRETORN OFFERS MAGAZINE PROMO," Adweek, New England Edition, May 1, 1995.
jr	X.	Wilson, Steve. "OUT OF PRINT - BUT NOT BUSINESS; MAGAZINES MOVE AWAY FROM PRINT IN FAVOR OF ELECTRONIC PUBLISHING," Folio: The Magazine for Magazine Management, Vol. 24, No. 8, Pg. 22, May 1, 1995.
jr	Y.	"LOTTOWORLD," Mediaweek, Vol. 5, No. 19, Pg. 16(1), May 8, 1995.

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Z.	Miller, Paul. "MAGAZINE DEAL LACKS CATALOG APPEAL; BRIEF ARTICLE," Folio: The Magazine for Magazine Management, Vol. 24, No. 11, Pg. 30, June 15, 1995.
AA.	Graham, Anne. "NONMEMBER SUBS - OR NOT? NONMEMBER SUBSCRIPTIONS TO ASSOCIATION MAGAZINES; INCLUDES TIPS FROM PUBLISHERS," Folio: The Magazine for Magazine Management, Vol. 24, No. 10, Pg. 47, June 1, 1995.
BB.	Garratt, David. "WHAT PREMIUM ON ON -COVER PREMIUMS?" Folio: The Magazine for Magazine Management, Vol. 24, No. 16, Pg. 53, October 1, 1995.
CC.	Wilson, Steve. "DIRECTORY ASSISTANCE: A BUYER'S GUIDE CAN GIVE YOU A BIG BOOST IN REVENUE AND ATTRACT NEW ADVERTISERS AND SUBSCRIBERS," Folio: The Magazine for Magazine Management, Vol. 24, No. 16, Pg. 40, October 1, 1995.
DD.	"HFS INCORPORATED AND HACHETTE FILIPACCHI MAGAZINES; ANNOUNCE LAUNCH OF CENTRY 21 HOUSE & HOME MAGAZINE; NO. 1 REAL ESTATE COMPANY AND LEADING PUBLISHER OF HOME-RELATED MAGAZINES TO USE UNPARALLELED CENTURY 21 (R) BRAND AWARENESS AND CUSTOMER BASE IN DEVELOPING MAGAZINE WITH BROAD CONSUMER APPEAL; LATEST IN SERIES OF CENTURY 21," Business Wire, November 20, 1995.
EE.	Hochwald, Lambeth. "CIRCULATION SECRETS: NINE STEPS TO A SUCCESSFUL CIRCULATION LAUNCH STRATEGY INCLUDES LIST OF RESOURCES," Folio: The Magazine for Magazine Management, Vol. 25, No. 2, Pg. 53, February 1, 1996.
FF.	Kerwin, Ann Marie. "NOTABLY AT THE NEWSSTAND: INSTYLE, FINANCIAL WORLD PUSH FOR GREATER SINGLE-COPY SALES," Inside Media, Vol. 8, No. 3, Pg. 26, February 7, 1996.
GG.	Schnuer, Jenna. "A WORLD WITHOUT MAGAZINES? CONSUMERS WEIGH IN SURVEY OF CONSUMERS INDICATES THT MAGAZINES ARE MOST DISPENSABLE FORM OF COMMUNICATION FOR 37% OF RESPONDENTS," Folio: The Magazine for Magazine Management, Vol. 25, No. 9, Pg. 16, June 1, 1996.

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